DISCOVER

The Samsung visual identity

ACCELERATING DISCOVERIES AND POSSIBILITIES

This is our brand ideal, it is our reason for being—our purpose. It inspires everything we do as a company and as a brand. In just a few words it captures who we are, what we do and why we do it. It is so powerful for one simple reason. It’s the truth.

Who we are: Relentless discoverers
What we do: Innovate for all
Why we do it: Create possibilities

At the heart of our visual identity is a simple idea inspired by our brand ideal: look through to discover.

It’s up to you. Samsung’s visual identity is seen worldwide—on everything from tiny mobile phone ads to the façade of our flagship stores. Each appearance makes an impression, and collectively these impressions form our brand.

Consider this book your toolbox. Use it to help build our visual identity consistently and creatively. If we all do this successfully, people all over the world will understand the essence of our brand to accelerate discoveries and possibilities.

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Our wordmark is our most valuable visual asset. It perfectly expresses our brand. The angle represents acceleration while the letters breaking out of the ellipse represent going beyond boundaries to discover new possibilities.

We use the simplified version of our wordmark on products and in other specific applications where it makes aesthetic sense and enhances clarity.

Wordmark

The Samsung wordmark is used on almost all communications, both internal and external.

The Grid

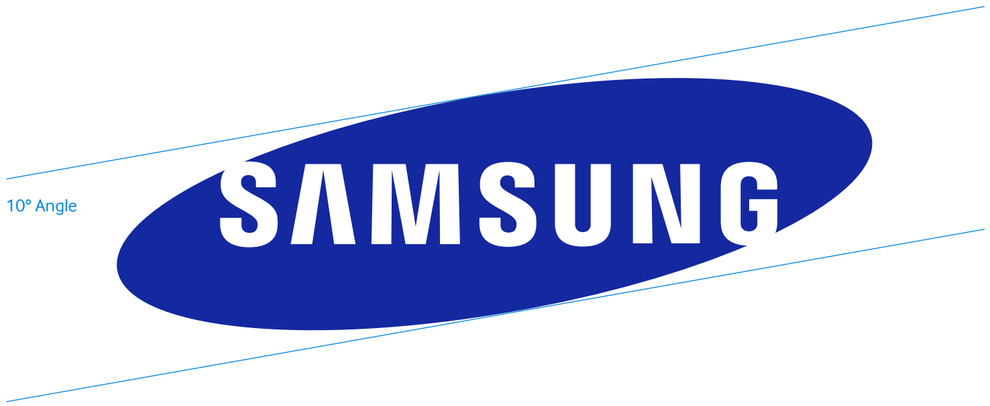
The well-ordered grid of our wordmark—with its strongly horizontal and vertical lines—represents the engineering discipline that drives product development.

Acceleration angle

The angled ellipse represents acceleration, or our speed of innovation and ongoing drive to deliver new technology to the world.

Break out

The lettermark breaking out of the ellipse further expresses the brand's commitment to push innovation.



Wordmark color

Samsung's primary wordmark color is Samsung Blue (Pantone 286).

The wordmark is always uppercase and encapsulated in the Samsung ellipse. It should be used as the wordmark of choice.

The wordmark should be placed on a white background as often as possible. If white is not possible, use a grey background with no more than a 20% black tint.

Only use the black version of the wordmark when color printing is not an option. In these cases, use the black Samsung wordmark on a white background.

If white is not possible, use a grey background with no more than a 20% black tint.

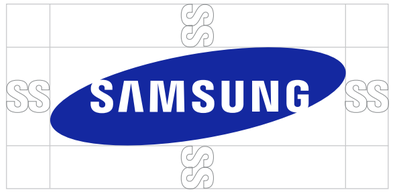
Wordmark clear space / minimum size

Clear space refers to the space around the wordmark that separates it from other elements such as text and the outside edges or borders of printed materials. A minimum amount of clear space must surround the Samsung wordmark. This space is equivalent to the width of two Samsung “S” figures around all sides of the wordmark.

When designing, place the Samsung wordmark for maximum impact and whenever possible, use a larger amount of visually uninterrupted space, or clear space, around our wordmark. See below for examples.

Clear space

Samsung wordmark clear space equals the width of Sx2 around all edges of the wordmark.



Minimum print size

To maintain the integrity of the wordmark in print, a minimum height of 5 mm has been set. The width should be proportional.

Minimum digital size

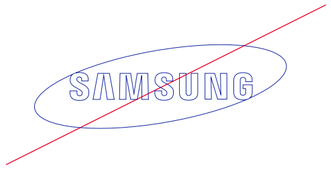
To maintain the integrity of the wordmark, a minimum height of 8 px has been set. The width should be proportional.

Wordmark don’ts

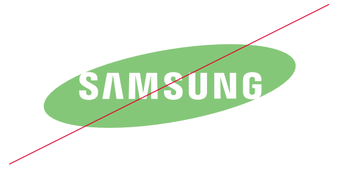
The integrity of the Samsung wordmark must be respected at all times and should not be altered in any way. DO NOT link elements including names, logos or symbols to the Samsung wordmark.

DO NOT recreate the wordmark.

DO NOT distort the wordmark.



DO NOT outline the wordmark.



DO NOT alter the color of the wordmark.

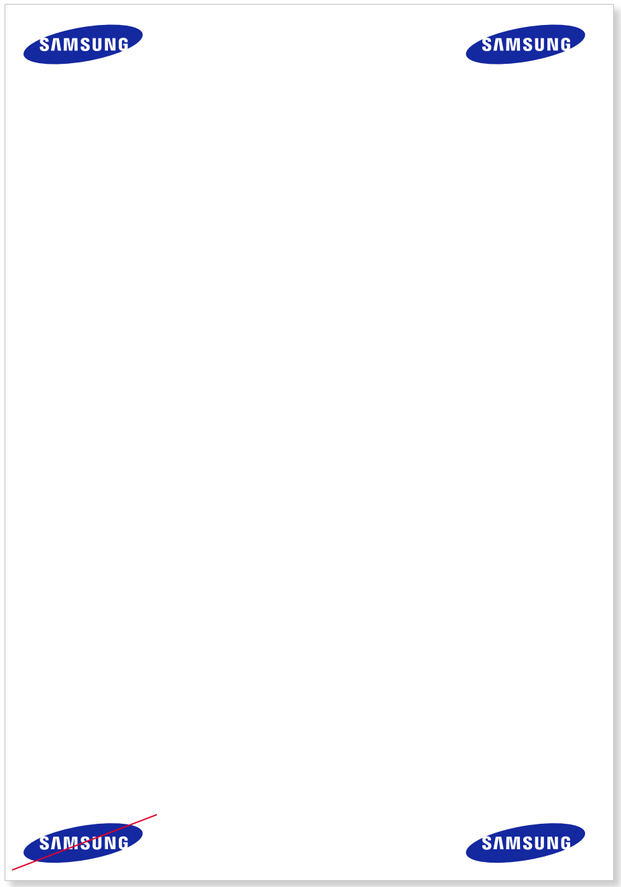
DO NOT place wordmark on busy backgrounds or backgrounds with insufficient contrast.

DO NOT position wordmark over crucial photographic details such as faces or products.

Wordmark placement

The preferred Samsung wordmark placement is in the bottom right corner of layouts (with respect to the clear space rules).

The wordmark can be placed in the top right or left corners when there isn't enough space in the bottom right corner, but it is still necessary to respect the clear space rules.



DO NOT put the wordmark on bottom left.

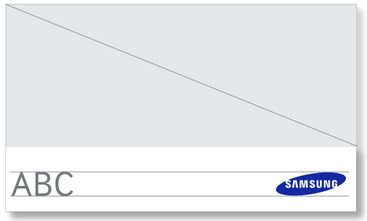
Preferred wordmark placement is in the bottom right corner.

Wordmark and partnership logos

The partner's logo should be visually equivalent to Samsung's wordmark in size.

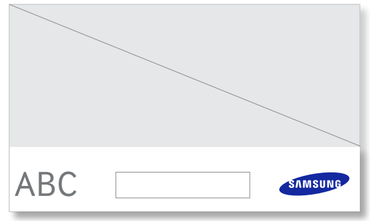
Both the partner's and Samsung's identifiers can be larger, or smaller, than that of each other depending on marketing conditions, contributions to the partnership, or the type of marketing material.

However, the minimum size of 20mm should be observed to ensure consistency within Samsung's corporate identity.

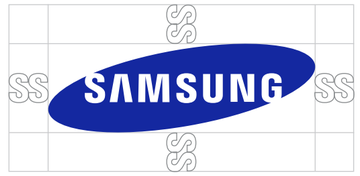


Equivalent size logos

Exception



A descriptive phrase indicating the alliance may be added, it must use Samsung InterFace Regular.



Clear space rules must be followed in every instance.

Wordmark and partnership logo collections

Samsung GALAXY S3
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Erat ac nulla semper molestie nec sed justo. Proin cursus
dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG
Samsung lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque vitae erat ac nulla semper molestie
nec sed justo. Proin cursus dapibus metus nec tempor.Lorem ipsum dolor sit amet, consectetur.
@twitter
facebook
BEST BUY
at&t
verizon

Logos shown in color

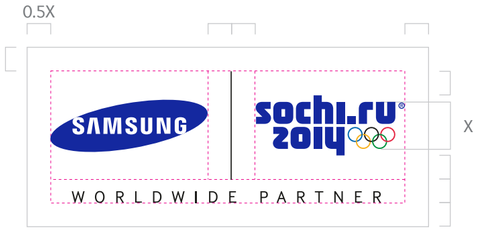
Samsung GALAXY S3
Lorem ipsum dolor sit amet. Nonsimorbi confinc lessolus revium
porum pubit.Es ocato conos tam ingulocume hicam sedo, crei
conduc re, sendem det; hum et avo, dicaestis.
SAMSUNG
Samsung lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque vitae erat ac nulla semper molestie
nec sed justo. Proin cursus dapibus metus nec tempor.Lorem ipsum dolor sit amet, consectetur.
@twitter
facebook
BEST BUY
at&t
verizon

Logos shown in grey

Wordmark and sponsorship logos

When using the Samsung logo with sponsorship logos, the Samsung logo should remain either to the left (in horizontal layouts) or on top (in vertical layouts). Clear space and minimum size rules should be adhered to.

Horizontal



Clear space

Vertical

Clear space

Horizontal

Minimum size

Vertical

Minimum size

Lettermark

The Samsung lettermark is a visual identifier that is reserved for situations where the wordmark cannot be applied. Below are some examples of usage.

SAMSUNG

The Samsung lettermark is used as the main branding on product.

The Samsung lettermark is used on Samsung store signage—interiors and exteriors, at tradeshows and in corporate events.

Lettermark color

Samsung's primary lettermark color is Samsung Blue (Pantone 286). The lettermark is always uppercase.

SAMSUNG

Samsung's lettermark can reverse out of Samsung Blue or black.

SAMSUNG

SAMSUNG

The only occasions that will require a black version of the lettermark are when color printing is not an option. In these cases, use the black Samsung lettermark on a white background. If white is not possible, use a grey background with no more than a 20% black tint.

SAMSUNG

Lettermark clear space / minimum size

The Samsung lettermark should be placed for maximum impact and should respect the rules of clear space.

Clear space separates the lettermark from other elements such as headlines, text and the outside edges of printed materials.

A minimum amount of clear space must surround the lettermark. This space is equivalent to the width of two Samsung "S" figures around all sides of the lettermark. Whenever possible, use a larger amount of visually uninterrupted space.

Clear space

Samsung lettermark clear space equals the width of Sx2 around all edges of the lettermark.

Minimum print size

To maintain the integrity of the lettermark in print, a minimum height of 5 mm has been set. The width should be proportional.

Height = 5 mm SAMSUNG

Minimum digital size

To maintain the integrity of the lettermark in print, a minimum height of 8 px has been set. The width should be proportional.

Height = 8 px SAMSUNG

Lettermark don'ts

The Samsung lettermark should not be used as a primary mark in advertising or other communications.

Lorem ipsum dolor sit amet.
SAMSUNG
SAMSUNG
Samsung GALAXY S3
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG

DO NOT use the Samsung lettermark as the primary mark in communications.

DO NOT use the Samsung lettermark and wordmark next to each other in corporate branding.

SAMSUNG ELECTRONICS

DO NOT use the Samsung lettermark in conjunction with any other names. This includes divisions, product names, partnerships, etc.

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36 Color palette in use

Our world is full of color

Our color palette is vibrant and inviting. A range of blues contrasts with bright, warm colors. Neutrals and white help give the brand a modern, premium feel.

Color palette

Primary palette

Our primary palette reflects the actual Samsung brand colors as well as the feeling of the Samsung brand.

Secondary palette

The bright colors of our secondary palette are used to add friendliness to the system, while the grey shades are used to lend a premium feel to the system. The secondary palette should be used for informational graphics and symbols.

Primary palette

Samsung Blue	Samsung Grey	White	Sky Blue
PMS 286 C CMYK 100/80/0/0 RGB 20/40/160 HEX 1428A0	Cool Grey 9 C CMYK 0/0/0/50 RGB 117/120/123 HEX 75787B	CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFF	PMS GOE 84-1-5 C CMYK 100/31/0/0 RGB 6/137/216 HEX 0689D8
Samsung Blue is used for the wordmark, lettermark, and as an option for headlines, subheads and to highlight important points within body copy.	Cool Grey 9 C is the most-used color in communications for most body copy and some headlines.	White is used to create a clean, open feeling.	Sky Blue is used for headlines, subheads and points within body copy. It brings the Samsung system together by appearing in layout copy as well as all lifestyle photography.

Secondary palette

Information graphics, copy emphasis

Sun	PMS 7548 C CMYK 0/12/98/0 RGB 255/198/0 HEX FFC600
Flame	PMS 1505 C CMYK 0/73/96/0 RGB 244/92/16 HEX FF6900
Berry	PMS 185 C CMYK 0/93/79/0 RGB 228/0/43 HEX E4002B
Plum	PMS 2395 C CMYK 26/90/0/0 RGB 200/0/161 HEX C800A1
Lotus	PMS 2725 C CMYK 76/76/0/0 RGB 104/91/199 HEX 685BC7
Marine	PMS 2935 C CMYK 100/52/0/0 RGB 0/87/184 HEX 0057B8
Jay	PMS 2995 C CMYK 83/1/0/0 RGB 0/169/224 HEX 00A9E0
Kelp	PMS 320 C CMYK 96/0/31/2 RGB 0/156/166 HEX 009CA6
Ivy	PMS 354 C CMYK 81/0/92/0 RGB 0/177/64 HEX 00B140

Graphics

Platinum	CMYK 0/0/0/10 RGB 230/231/232 HEX E7E7E8

Product names, subheads and body copy

Silver	PMS Pantone Silver C CMYK 0/0/0/43 RGB 136/139/141 HEX 888B8D
Pebble	PMS Cool Grey 8 C CMYK 23/16/13/46 RGB 166/169/170 HEX A6A9AA
Cloud	PMS Cool Grey 11 C CMYK 0/0/0/70 RGB 83/86/90 HEX 53565A
Coal	CMYK 0/0/0/100 RGB 0/0/0 HEX 000000

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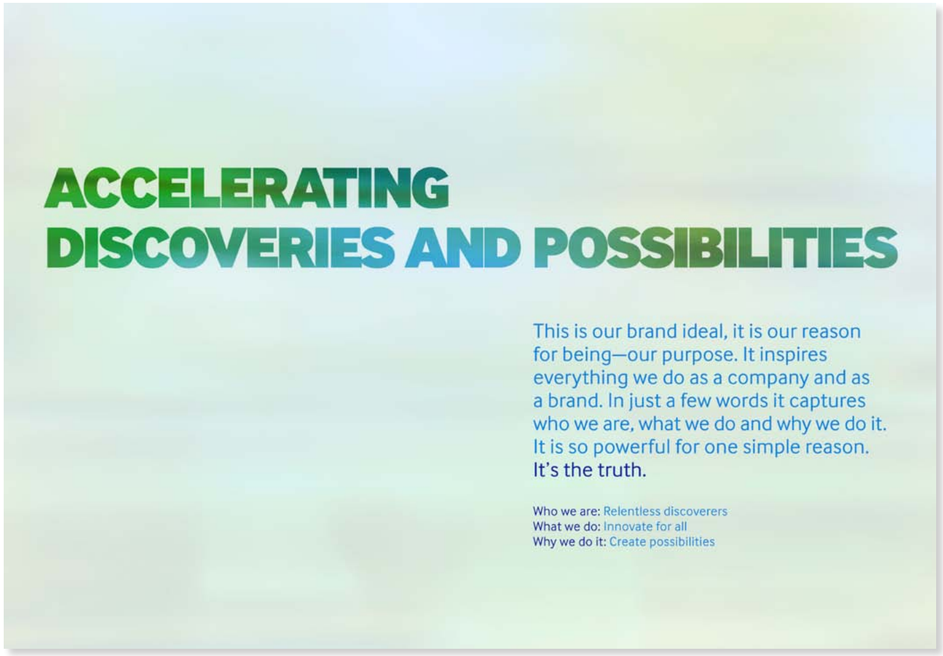
Color palette in use

Primary palette

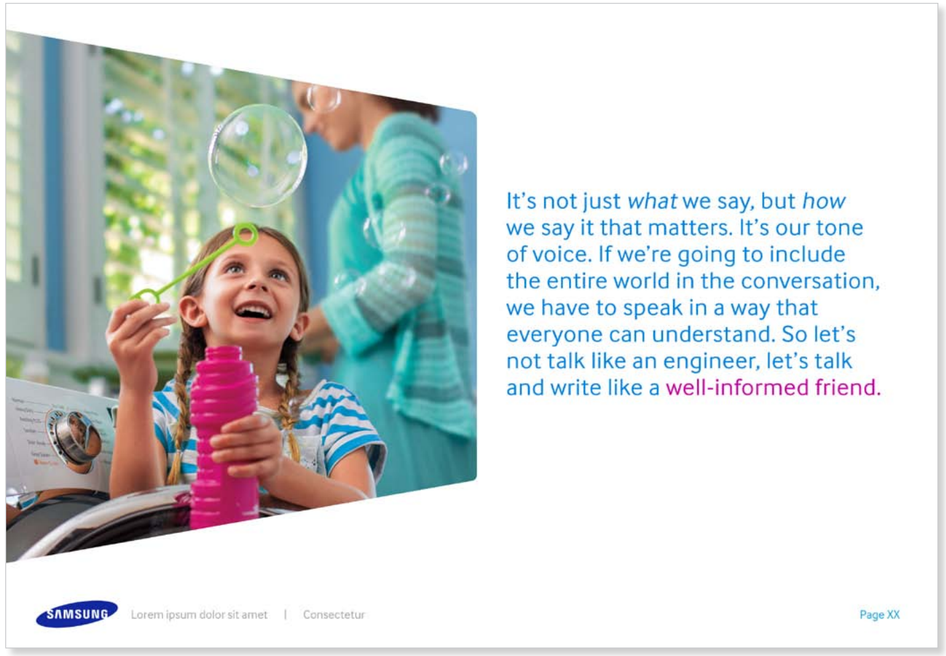
Use Samsung Blue and Sky Blue type to create communication hierarchy and add emphasis within copy.

Secondary palette

Secondary colors align with lifestyle photography add emphasis while creating a connection between type and image.


ACCELERATING
DISCOVERIES AND POSSIBILITIES
This is our brand ideal, it is our reason for being—our purpose. It inspires everything we do as a company and as a brand. In just a few words it captures who we are, what we do and why we do it. It is so powerful for one simple reason. It's the truth.
Who we are: Relentless discoverers
What we do: Innovate for all
Why we do it: Create possibilities

Samsung Blue and Samsung Sky Blue add emphasis and hierarchy.


It's not just *what* we say, but *how* we say it that matters. It's our tone of voice. If we're going to include the entire world in the conversation, we have to speak in a way that everyone can understand. So let's not talk like an engineer, let's talk and write like a well-informed friend.
SAMSUNG
Lorem ipsum dolor sit amet | Consectetur
Page XX

Use accent colors from the secondary palette to add emphasis to copy.
The selected color should align with the layout image.

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It’s our type

Consistent use of type will help unify our brand. Samsung InterFace is versatile, easy to read and friendly, so it works well for any message. We’ve customized the details to make it distinctively Samsung.

Regular

Use this most of the time.

Italic

Use this for subtle emphasis and quotations.

Bold

Use this for bold emphasis.

BLACK

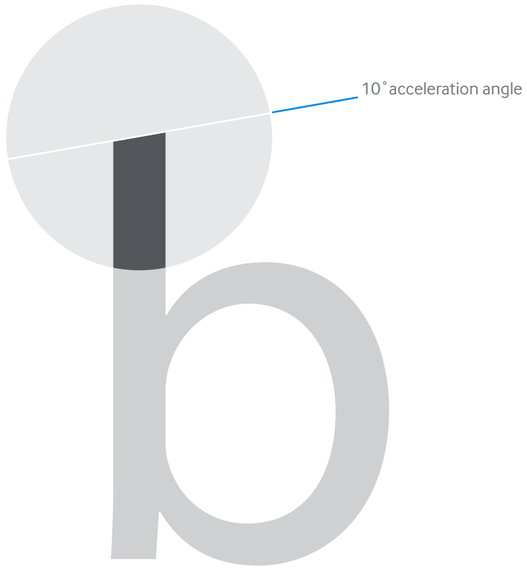
Use this to create Word Frames (see page 124 for information on creating Word Frames).

Samsung InterFace

Samsung InterFace is our proprietary font. It was carefully designed as an extension of our brand. The letterforms include details such as the acceleration angle.

There are five weights: Regular, Regular Italic, Bold, Bold Italic and Black. The fonts should be used without alteration, including change of shape, drop shadows or outlines.

Letterform details



Modernized letterforms

Samsung InterFace Regular

Samsung InterFace Regular is used in body copy, headlines, subheads and product names.

Samsung InterFace

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography examples

This is an example of how to use Samsung InterFace with the appropriate type size and leading in a layout.

Headline
Lorem ipsum dolor sit amet.
SAMSUNG
Product name lockup
Samsung GALAXY S3
Body copy
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG

Headline

Headlines are Samsung InterFace Regular in Sky Blue or Samsung Blue

Body copy

Body Copy is Cool Grey 9 C set in Samsung InterFace Regular. Samsung InterFace **Bold** and *Italic* are used for emphasis. Secondary colors can be used sparingly to add friendliness and vibrancy.

Digital usage

Arial Regular and Arial Bold should be used for desktop applications in a non-graphic artwork environment such as live text in websites, Microsoft Word® and PowerPoint® documents.

Product name typography

All product names are created with Samsung InterFace Regular. Follow these guidelines step-by-step when creating any product name.

Horizontal product name lockup

Black
Sentence case

Cool Grey 11 C
Uppercase, set tracking to 75 in Illustrator or InDesign

Spacing is width of a capital “N”

Vertical product name lockup

Leading is height of “x” from Samsung

Global typography

When creating Samsung communications in non-Roman languages, such as Arabic, Chinese, Hindi and Thai, use the fonts specified on this page.

المهتمين بشؤون المنزل وعمال الصيانة

Non-Roman typeface: Arabic / Frutiger® Arabic 55 Roman

中文字型天地上下前後左右

Non-Roman typeface: Chinese / MHeiHK Medium

एफजीएचओपीक्यू

Non-Roman typeface: Hindi / Kruti Dev

กขขคฅฆงจฉชซฌ

Non-Roman typeface: Thai / PSL Kittihada

Main Contents
Type Section Contents
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Word Frame typography

Samsung InterFace Black has been created solely for use as a Word Frame. The font is only available in uppercase and should be treated with tight tracking and leading for clarity and aesthetic impact. Only one to three words should ever be used to create Word Frames.

DO NOT use Samsung InterFace Black as a headline or in body copy.

Note: See pages 124–129 for more details on creating Word Frames.

SAMSUNG INTERFACE BLACK

Used for creating a Word Frame only, and always in uppercase.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Word Frame typography examples

In the examples below, Samsung InterFace Black has been paired with colorful crisp images that contrast well with the heavy type. The kerning is very tight so an effective window can be created. In both instances the image is recognizable through the type, but is not too detailed so as to make it difficult to read or confuse the meaning of the word.

Lifestyle photos

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88 Object photos

1 picture = 1,000 words (approximately)

Our lifestyle photos capture candid moments. They show people discovering new possibilities through our products.

Lifestyle photography principles

These four key photographic principles allow us to tell a uniquely Samsung story:

- Authenticity
- Simplicity
- Discovery
- Natural vibrance

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Photo Section Contents
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Authenticity

Our stories are about the connections real people make with Samsung products and how we become a part of their daily lives. Our photography should capture these everyday moments and feel natural to the audience.

Techniques

Depth of field With normal vision, what we can focus on is crisper than the surrounding edges, which are more blurred. A shallow depth of field adds a sense of realism by mimicking how we actually see things.

Candid Casual and more natural scenarios lend a candid feel to the images, aided by a voyeuristic point of view through blurred foreground objects.

No eye contact Actors should never look directly at the camera, allowing the candid capture of emotive stories.

Simplicity

Less is more. We strive to create simple and intuitive user experiences and our photography should reflect this idea. It should be clear and easy to understand. Complex imagery is a barrier to communication; it confuses our message of being open to possibilities and discoveries.

Techniques

Focus Shallow depth of field minimizes surrounding information, allowing the viewer to focus on the primary subject.

Framing A simplified background supports a focused photograph.

Genuine Styling should strive to achieve a genuine but premium feel that elevates the brand while creating real scenarios. Models should look like real consumers—young-minded, stylishly dressed. Solid colors and simple patterns are preferred in order to keep focus on the situation.

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Discovery

Through our products, people are constantly discovering new possibilities. Our objective with lifestyle photography is to capture these moments of wonder and joy. When possible, show subjects engaging with Samsung products and remember the goal of creating an image that conveys an emotive visual story. Whether directly or indirectly, we want to convey a sense of inspired discovery.

Techniques

Looking in The voyeuristic, shallow depth of field gives the viewer a sense of her own moment of discovery, as if she has happened upon a scene worth stopping for.

Real reactions Actors should interact with real working products to enhance their abilities to react naturally. For example, the photographer may direct the actor to watch an awe-inspiring documentary on the Smart TV to capture a sense of wonder on the actor's face.

Emotional range Facial expressions should not be exaggerated. Each scenario should be shot like a motion capture with the subjects acting out a short scene. This allows the photographer to capture a range of expressions from subtle to overt.

Natural vibrancy

Bright, vibrant colors represent the positive, uplifting personality of the Samsung brand. Vibrancy enhances the moments of discovery that we deliver through our products.

Sky Blue is a brand color and should be utilized in some way within every image, whether subtly or boldly.

Techniques

Colorful Use natural, vibrant colors which are inspired by the color palette.

Don't overuse color Vibrancy must be balanced with simplicity. Too much color can lead to a complex image.

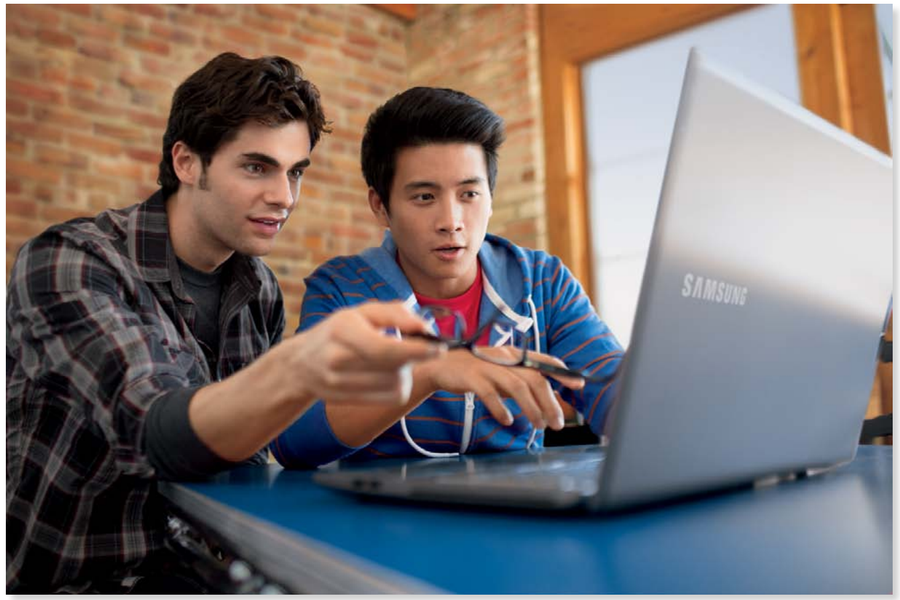
Natural vibrancy examples

Blue palette

Using a range of blues, especially brighter blues, gives an overall branded feel to our photography. The focal point of the image should be the brightest color.

Secondary colors

These colors exist in our system to complement our vibrant blues and to create contrast. They should be used sparingly and in small amounts.



Art direction

Art direction plays a key role in bringing photography to life. All decisions should be made to support the four key principles: Authenticity, Simplicity, Discovery and Natural Vibrancy.

People

Personality

Hair and make-up

Wardrobe

Lighting

Frame location

Art direction

People

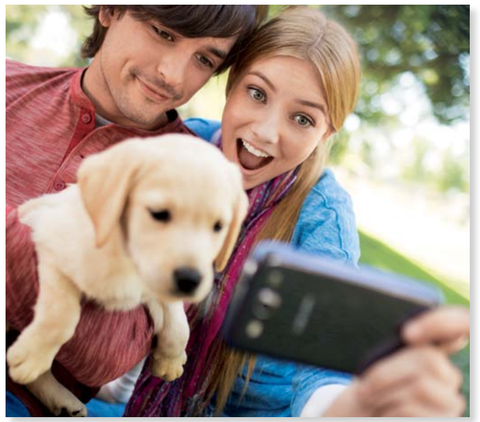
Our photography should show real people, having real experiences. They should represent the wide cultural and ethnic mix of the world around us.

- Wide ethnic mix
- 4 to 50 years old
- Young-minded and stylish

Personality

The personalities of subjects reflect on our brand's personality. Cast for actors that meet these criteria:

- Curious
- Positive
- Spontaneous
- Genuine
- Approachable



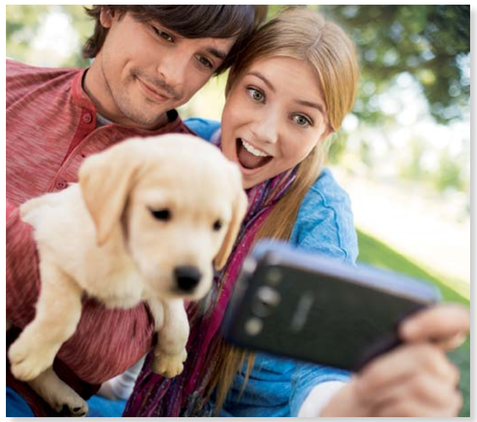
Art direction

Hair and make-up

- Everyday
- Stylish
- Natural
- Fresh
- Situationally-appropriate
- Approachable

Wardrobe

- Fashionable but not high-fashion
- Colorful
- Tasteful
- Premium material and flattering fit (not too loose, not too tight)
- Situationally appropriate



Art direction

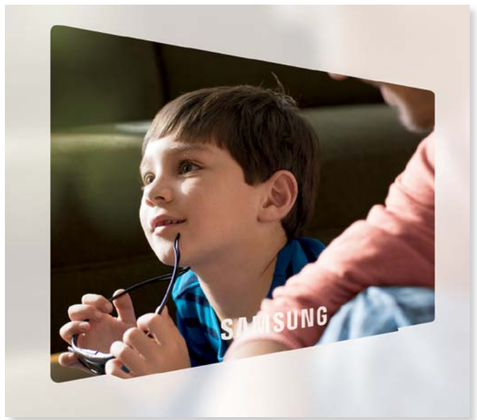
Lighting

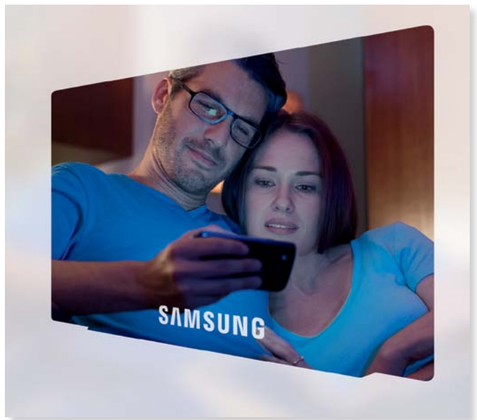
Naturally occurring light sources consistent with the setting.

- Sunshine
- Product (TV, laptop, etc.)
- Home lighting

Frame location

In order to work within the Frame system, photography must have information outside the framed composition. A range of shots should be taken for various orientations, e.g. horizontal, vertical, square.





Post production

Post production plays a key role in ensuring that photography faithfully captures our key principles. To achieve the best results for your final image, follow the four key tenets of post production:

- Focus
- Contrast
- Color
- Details

Post production

Before
The original image, picked from many photographs, inherently possesses all of the key lifestyle photography principles.

After
The image is then optimized by following the post production principles of focus, contrast, color vibrancy and attention to detail. See pages 72–73.

Post production

Focus

To reinforce the shallow depth of field and create more focus on the primary element, you may need to make the foreground images more vibrant and sharp, while the background images may be softer and less saturated. Always maintain a natural vibrancy.

Contrast

Adding contrast to the primary element creates definition and impact. In this case, it's the little girl and the product.

To ensure legibility of Frames, bright white areas of the image should be minimized. Here, foliage has been added to the background.

Post production

Color

Color adjustments should be made to keep the level of vibrancy consistent across all images. Every effort should be made to ensure that the color Sky Blue is represented, while maintaining natural vibrancy.

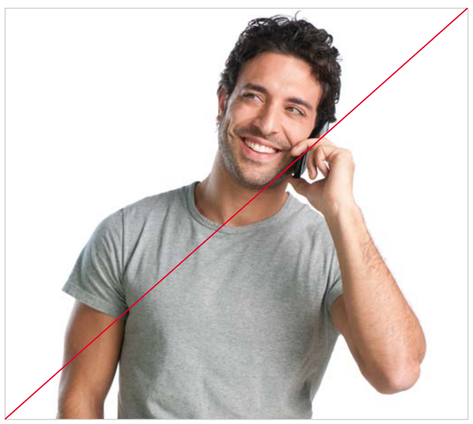
Details

The following details should be considered in post production. We want to strive for:

- Natural and clear skin tone
- Bright eyes
- Stylish and neatened hair (no strays)
- Naturally white teeth
- Well-fitted and wrinkle-free clothing

Photography violations

DO NOT use a photo with eye contact.
Photography should feel candid.



DO NOT use artificial settings like a white backdrop.
Backgrounds should feel like a real place.

DO NOT use images with fake emotions or smiles.
All emotions captured should feel authentic.

DO NOT use black and white, or heavily desaturated imagery.

DO NOT Use over stylized or studio lighting.

DO NOT use strong photo treatments or effects.

DO NOT have the model look overly serious, sad or angry. Photography should feel positive.

DO NOT use photography where the scene has a lack of focus and is too complex.

It’s about quality

Our product photos are elegantly simple, emphasizing the quality of design and materials in everything we create.

Art direction

There are four key principles for product photography that help us represent our products in a distinct way:

- Platinum background
- Edge contrast
- Photography angles
- Balanced lighting

Main Contents
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Platinum background

Our product photography style is intended to show Samsung products in a simple and beautiful way. The industrial design is the hero. A platinum background should be used as a backdrop for all product photography. There should be NO shadows or gradients in the background.

Edge contrast

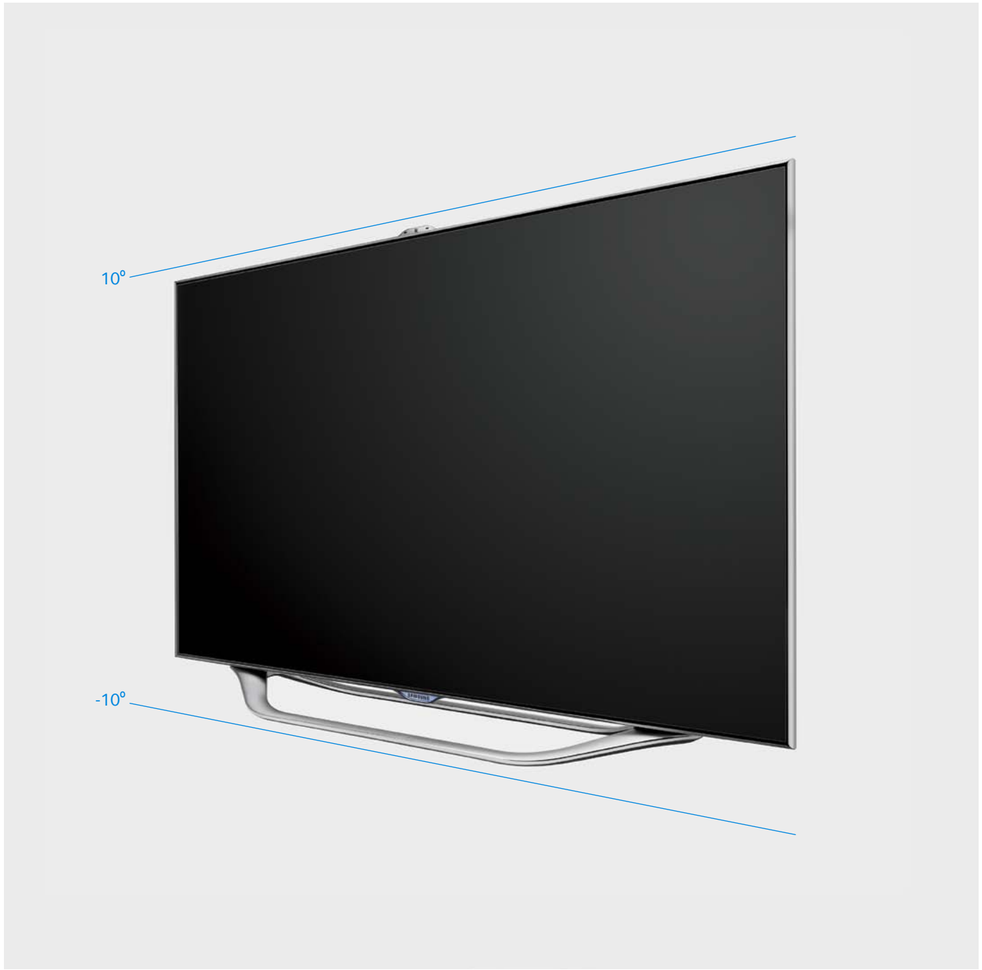
The outer edge of the product should always be darker than the Platinum background to ensure that the product shape is clearly visible. This is especially important when photographing a white or light grey product. There should always be at least a 15% value of black.

Photography angles

Acceleration angle

The angle seen in the key visual shot is meant to mimic the acceleration angle of our wordmark. This dramatic angle works well with the Product Frames, uniting the system with a common feature across all products.

The acceleration angle is certainly not the only way to photograph the product, but it must be consistently used for key visuals.



Straight

Products often needs to be photographed straight-on to show certain features. These shots are in addition to key visual shots. The same lighting, edge definition and background color apply to these shots.

Profile

When the product is seen from the side, it's always best to show a slight angle of the front of the device. This allows the viewer to see more product detail.

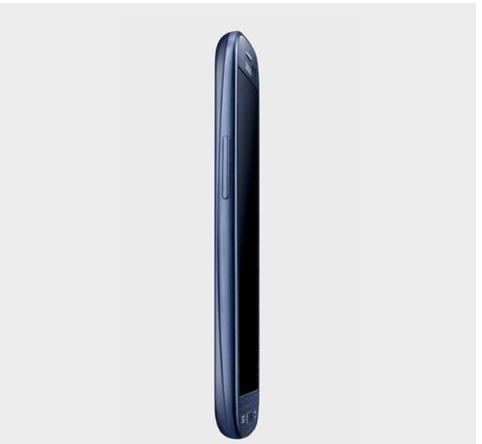


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Photo Section Contents
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Balanced lighting

Opposing subtle gradations

Lighting that frames the product in alternating light and dark contrast helps to build drama and define the product against a simple background.

Contrasting materials

Balanced lighting creates contrast in materials and allows the product details to be visible.

Each product is different

All products have very different materials, finishes and colors. So the art direction of each product must be fine-tuned individually to get the best visual representation.

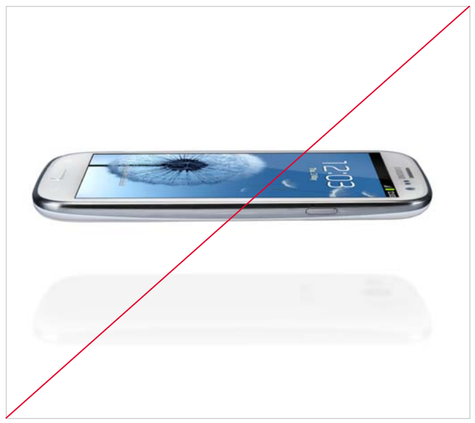
Photography don’ts

DO NOT use hard lines for highlights; there should be a subtle gradation from light to dark.

DO NOT shoot key visuals with interior lights on; only interface display lights can remain on.

DO NOT use harsh lines to show chrome features. Use subtle gradations of white to grey, and sparingly use some darker lines.

DO NOT create reflections of the product.



DO NOT create drop shadows of the product.

DO NOT use strong shadows across a product. Everything should be lit evenly to show off all features.

DO NOT shoot the product with heavy shadows.

DO NOT bright highlights that are too blown out.

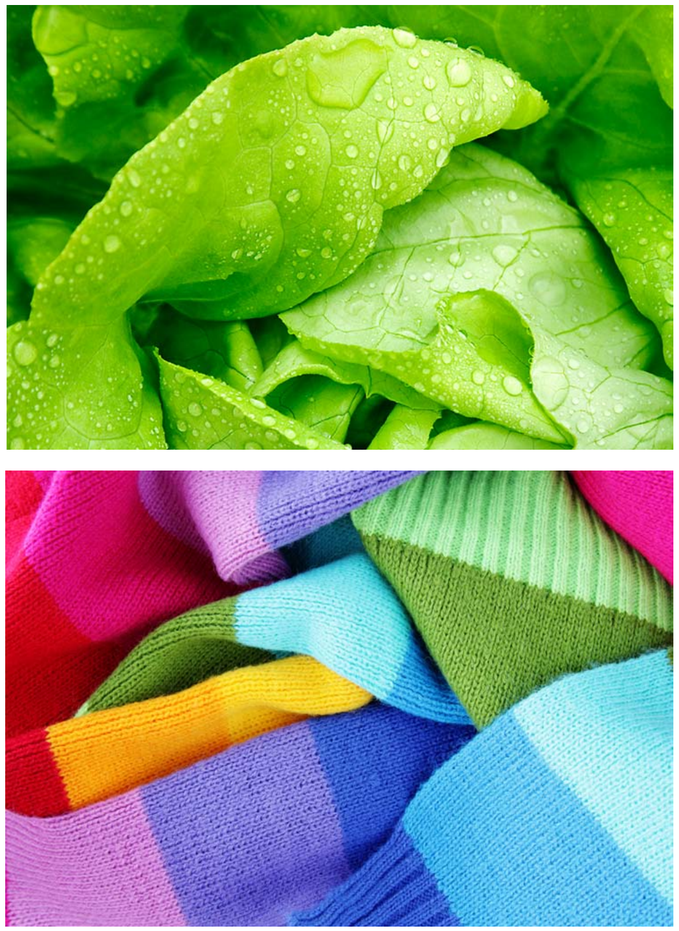
Keep it fresh and colorful

Our object photos show simple compositions of real objects. They help communicate specific product benefits.

Object photos

Images shot specifically for Word Frames should be realistic and naturally vibrant. Ideally they should be shot on white backgrounds as they appear—not overly arranged. Crop into the image to create natural texture.

Cropped objects



Cropped-in creates a colorful texture

Objects as they exist

Organized on a shelf

Organized in a package

Loose on a table

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96 Using Frames in layouts

98 Product Frame library

100 Product Frame layouts

102 Experience layouts

106 Product layouts

110 Reflect layouts

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124 Word Frame layouts

130 Frame layouts—step by step

138 Frame layout clear space rules

142 Frame layout reference guides

Look through to discover

Frames are the key device at the center of our new visual identity. Viewers look through frames to discover the possibilities within.

There are three types of frames.

Product Frames

Product Frames accommodate a variety of layouts and are the Frame system of choice. They are used across all media types.

See Product Frame layouts
pages 100–113.

The Simple Frame

The Simple Frame provides a larger reveal of possibilities. It is not category specific. It is dynamic and can adapt to any format.

See Simple Frame layouts
pages 114–121.

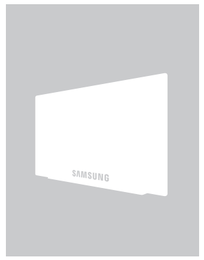
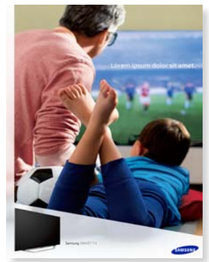
Word Frames

Word Frames reveal naturally vibrant, premium textures. They are useful in communicating bold messages when a lifestyle image and Product Frame combination does not work.

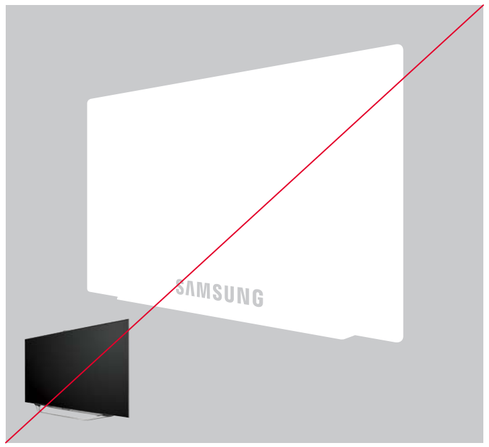
See Word Frame layouts
pages 124–129.

Using Frames in layouts

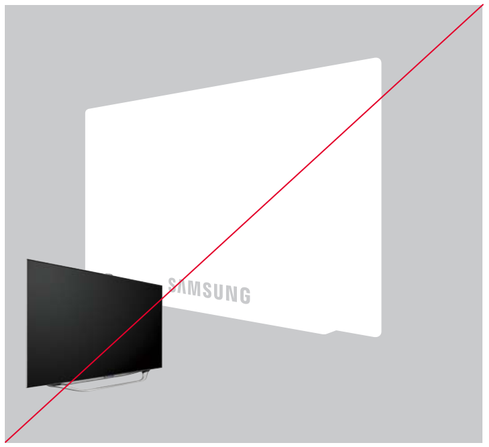
Frames are the key elements in creating layouts. Below is a chart that shows different Frame options, their corresponding layouts, and variations upon layouts.

Frames	Frame layouts
 Product Frames	Experience layout Product layout Reflect layout
Simple Frame	 Simple Frame layout
Word Frame	Word Frame layout

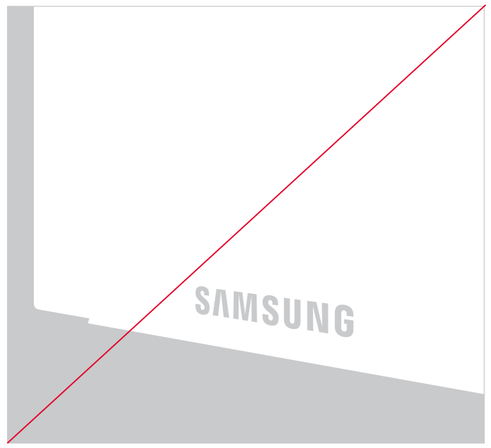
Frame layout don’ts



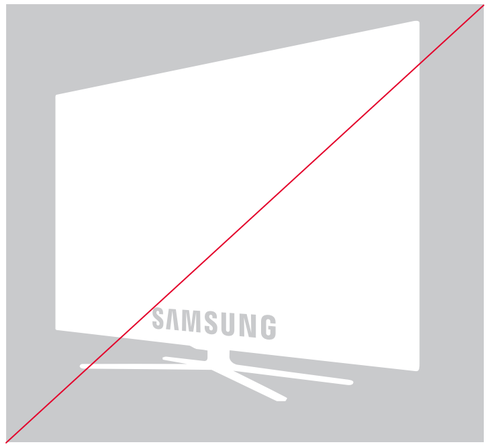
DO NOT use product photography that faces the same direction as the Frame.



DO NOT overlap Frames and product photography.



DO NOT crop Product Frames.



DO NOT create custom Frames.

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Frames Section Contents
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Product Frame library

The Product Frame library contains the assets you will need to create masks for communications. The matrix to the right provides visual examples and file names for easy reference.

See pages 100–113 for Product Frame layout examples.

See pages 130–141 for guidance on assembling layouts with Product Frames.

Note:
Product Frames are approved pieces of art. If your product category is not represented here, refer to contact details on page 164 to request new art.

DO NOT use Samsung Frames or their reverse states as icons. Intended use is as a Frame to see through.

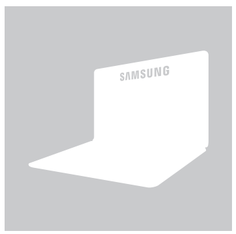
Mobile Horizontal
mobile_mask_horz_left.ai

Mobile Horizontal
mobile_mask_horz_right.ai

Mobile Vertical
mobile_mask_vert_left.ai

Mobile Vertical
mobile_mark_vert_right.ai

Laptop
laptop_mask_left.ai



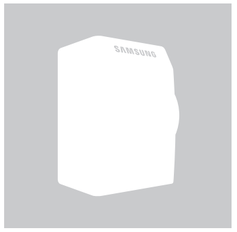
Laptop
laptop_mask_right.ai

Monitor
monitor_mask_left.ai

Monitor
monitor_mask_right.ai

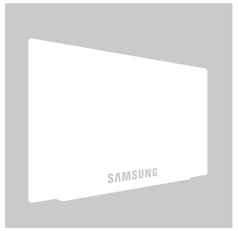
Camera
camera_mask_left.ai

Camera
camera_mask_right.ai

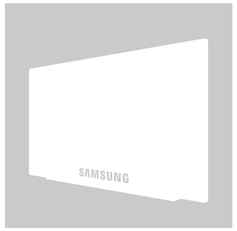


Washer
washer_mask_left.ai

Washer
washer_mask_right.ai



TV
TV_mask_left.ai



TV
TV_mask_right.ai

Fridge
fridge_mask_left.ai

Fridge
fridge_mask_right.ai

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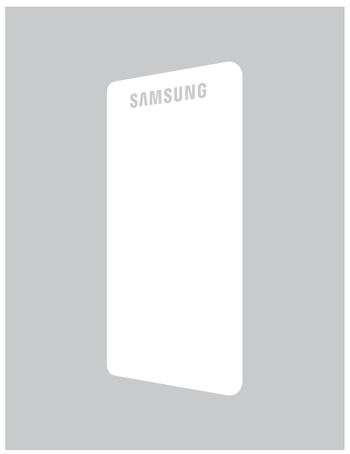
Product Frame layouts

Product Frame layouts accommodate various formats—print, web and out of home. Examples and details on how to create layouts are outlined in the following pages.

Product Frame



Product Frame layouts

Experience layout

Product layout

Reflect layout

Main Contents
Frames Section Contents
Help

Experience layout overview

The Experience layout places emphasis on possibilities.

- The Frame should be much larger than the product and centered within the layout.
- The Frame should sit slightly higher than the middle of the layout.
- Maintain a noticeable distance between the product and the Product Frame.

See pages 130–141 for layout details.

See pages 130–141 for layout details.

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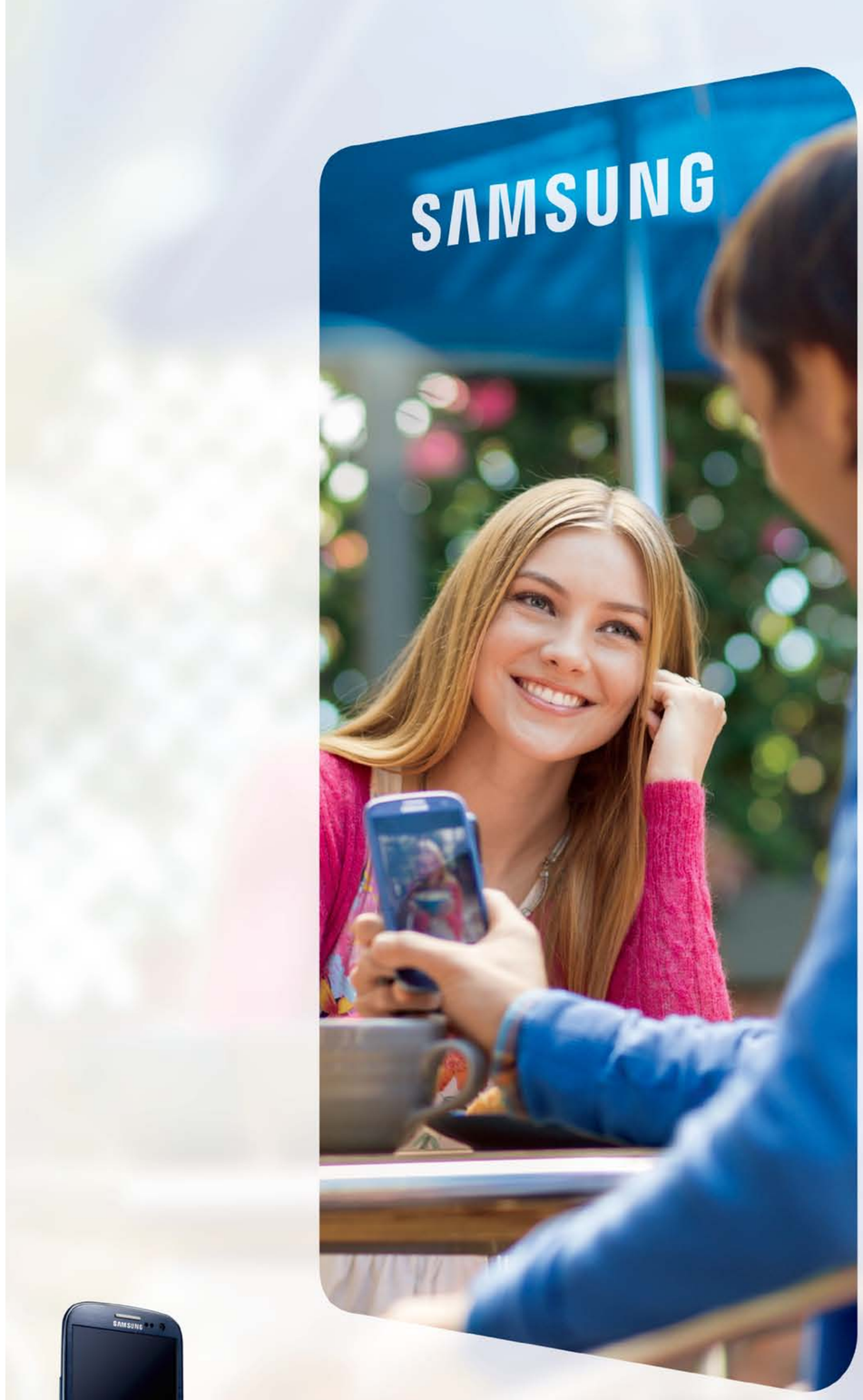
Help



Samsung GALAXY S3

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.

SAMSUNG

Experience layout examples

Print ad

Web banner

Billboard

TV

Computing

Home Appliance

Monitors

Photo

Home Appliance

Product layout overview

The Product layout places emphasis on the product.

- The product should be much larger than the Product Frame and centered within the layout.
- The product should sit slightly higher than the middle of the layout.
- Maintain a noticeable distance between the product and the Product Frame.

Note:

Use focused lifestyle photography with this layout to ensure legibility at such small sizes.

See pages 130–141 for layout details.

See pages 130–141 for layout details.

Samsung
SMART TV

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.

Main Contents
Frames Section Contents
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Product layout examples

Print ad

Web banner

Billboard

Mobile

Computing

Home Appliance

Monitors

Photo

Home Appliance

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Reflect layout overview

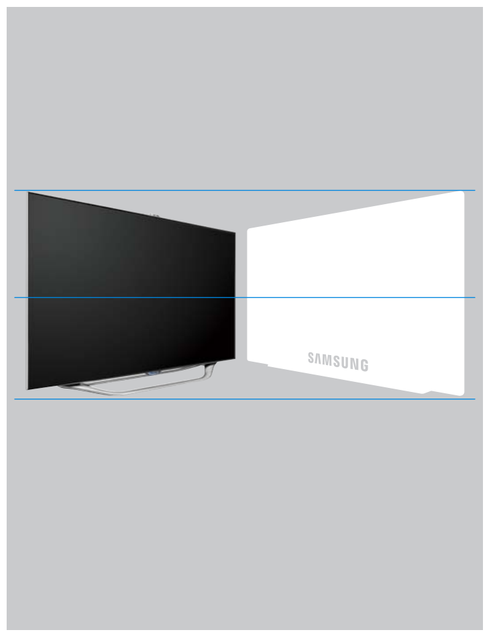
The Reflect layout places equal emphasis on product and possibilities.

- The Reflect Frame is an equal size to the product photograph.
- The Frame and product face in opposite directions and align horizontally.
- Maintain a minimum distance between the product and Frame that is approximately the S-width of the Frame's lettermark.

Note:

Reflect is the recommended layout for print spreads, as it allows equal emphasis on product and possibilities.

See pages 130–141 for layout details.



See pages 130–141 for layout details.

Lorem ipsum dolor sit amet.
SAMSUNG
SAMSUNG
Samsung GALAXY S3
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.

Reflect layout examples

Spread

Web banner

Billboard

TV

Computing

Home Appliance

Monitors

Photo

Home Appliance

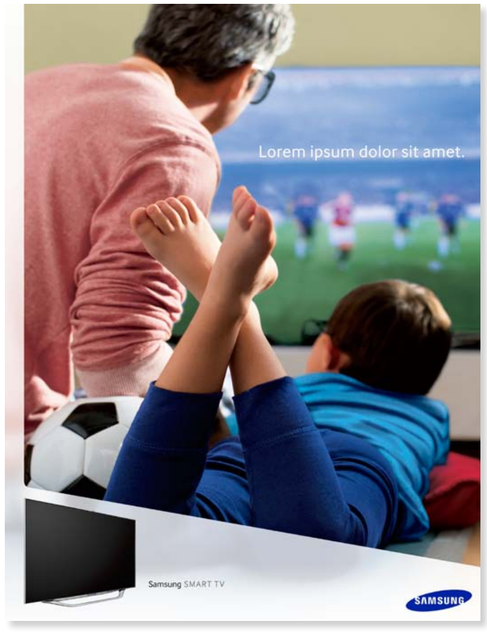
Main Contents
Frames Section Contents
Help

Simple Frame layouts

The Simple Frame provides a larger reveal of possibilities. It is not category specific. It is dynamic and adapts to any format.

Simple Frame

Simple Frame layout

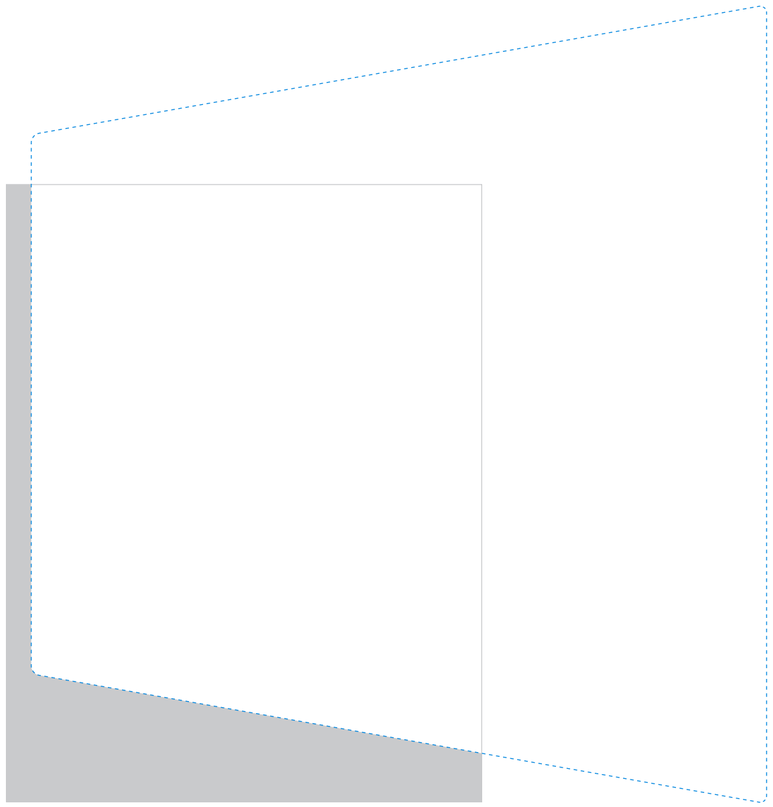


Simple Frame layout overview

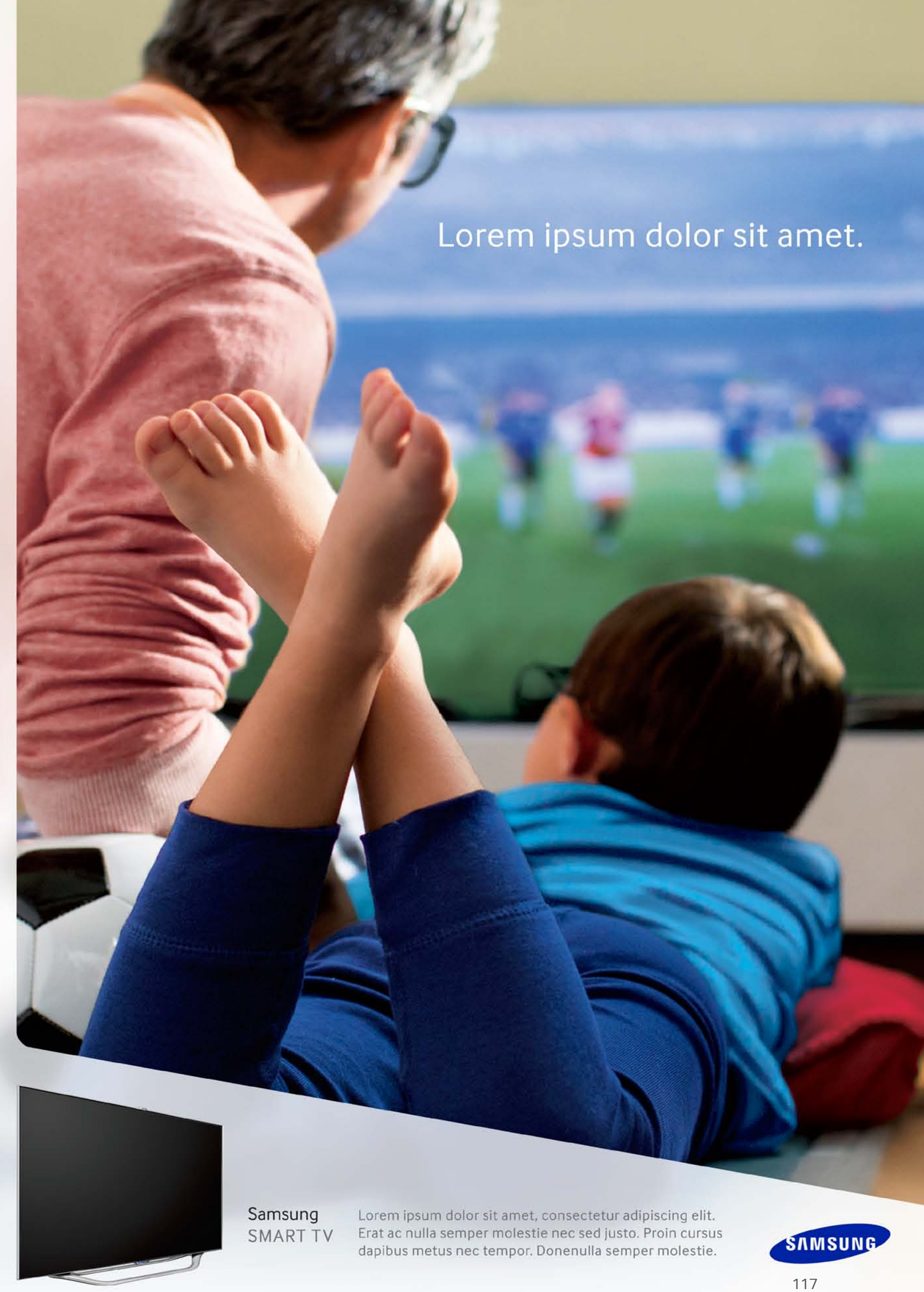
The Simple Frame artwork is included in your kit of parts (SimpleFrameArtwork.ai). The supplied art includes built-in 10° angles and rounded corners, however you will need to adjust the artwork to suit your needs.

Note:

See pages 130–141 for layout details.

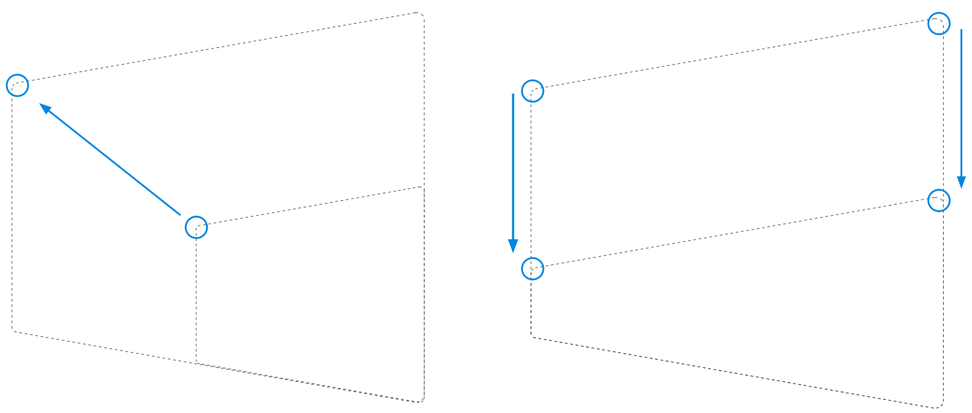


See pages 130–141 for layout details.


Lorem ipsum dolor sit amet.
Samsung
SMART TV
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Erat ac nulla semper molestie nec sed justo. Proin cursus
dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG

Using the Simple Frame

The Simple Frame is dynamic. Even though it moves and scales to any format, there are rules to follow when using the Simple Frame.



Proportion

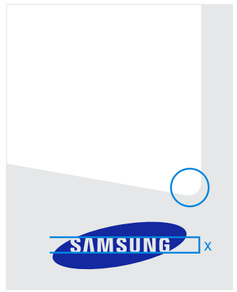
Always preserve the overall proportions and 10° acceleration angle of the Simple Frame when resizing.

Shape

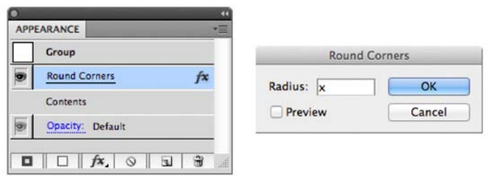
When changing the shape of the Simple Frame, select corner points and only move them vertically. Moving points horizontally will break the 10° acceleration angle.

Corner radius

The corner radius of the Simple Frame relates to the size of the Samsung wordmark in your layout.

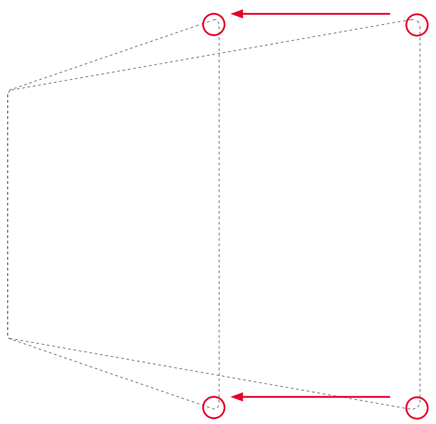


Step 1: In your layout, measure the cap height of the “N” in the Samsung wordmark.

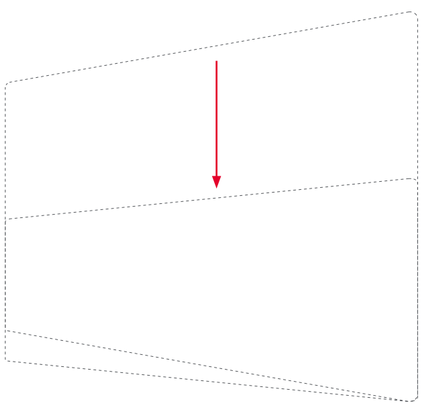


Step 2: With the Simple Frame selected, open Illustrator’s Appearance palette and enter the cap height value into the Round Corners effect.

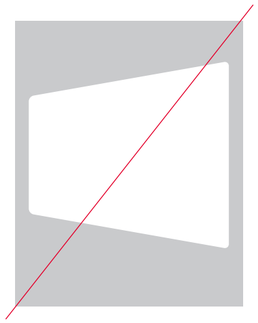
Simple Frame don’ts



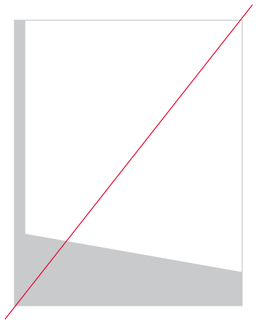
DO NOT scale the Simple Frame horizontally.



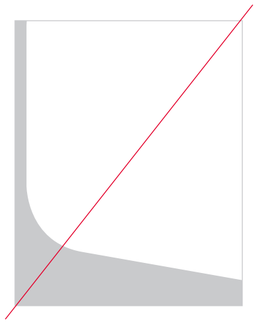
DO NOT scale the Simple Frame vertically.



DO NOT show the entire Simple Frame artwork.



DO NOT use sharp corners.



DO NOT make the corners overly round.

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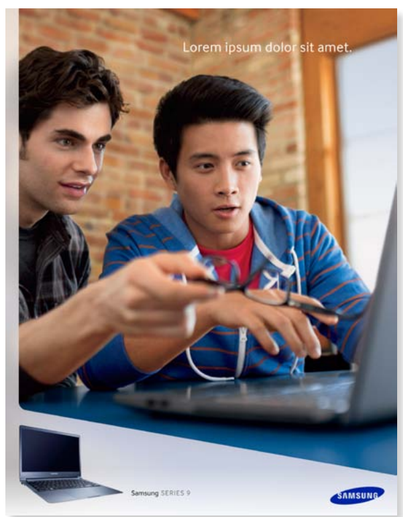
Simple Frame examples

Mobile



Computing

Home Appliance

Photo

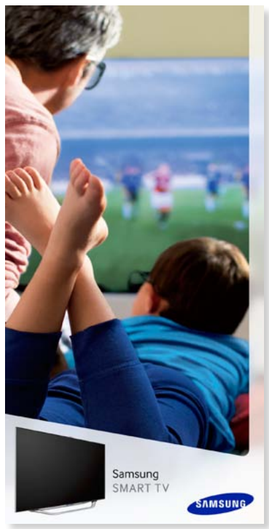
TV

Home Appliance

Simple Frame variations

Magazine ad with white left edge

Magazine ad with white right edge



Web banner

Web banner

Web ad

Word Frames

When lifestyle imagery is not suitable for communicating a message, Word Frames provide an alternative.

Word Frame

Word Frame layout

Word Frame overview

Samsung InterFace Black is paired with a naturally vibrant, crisp image. The kerning is very tight so an effective window can be created. Keep type minimal for impact—only create Frames with one to three words.

Note:
For more information on Word Frame typography, see pages 48–49.

Only use Samsung InterFace Black to create Word Frames.

Step 1: Set the tracking to -100 in Illustrator or InDesign.

Step 2: Kerning between some characters should be adjusted to ensure legibility.

Step 3: Leave plenty of white space around the Word Frame.

The image is recognizable through the type, but is not too detailed so as to make reading the word difficult or obscure its meaning.

Word Frames can be reversed and combined with the Simple Frame.

DO NOT reveal lifestyle imagery through Word Frames.

Word Frame examples

Word Frames work very well in Point of Sale communications that need to quickly and boldly communicate product features.

Frame layouts—step by step

The following pages will take you through detailed steps to create Frame layouts.

Frame layouts

Samsung Frame layouts are composed of three layers: Message, Discovery, and Possibility.

Message layer

Discovery layer (Frame)

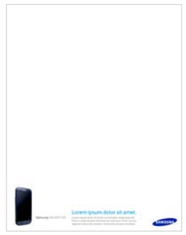
Possibility layer

Layout structure

While there are various Frame styles, all layout structures use the same basic rules and architecture.

Message layer

The Message layer contains the Samsung wordmark, a headline, body copy, product names and product photos.

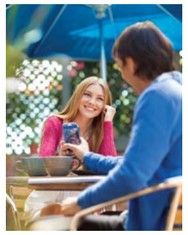


Discovery layer

Samsung Frames—Product, Simple or Word—exist on the Discovery layer. The Frame is surrounded by a subdued version of the Possibility image.

Possibility layer

The Possibility layer contains photography—this is the story layer—where a person, or people, are shown interacting with Samsung products.



10° acceleration angle
Discovery layer (Frame)
Possibility layer
Message layer
SAMSUNG
Samsung GALAXY S3
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Erat ac nulla semper molestie nec sed justo. Proin cursus dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG

Assembling layouts

The following steps are an example of assembling an 8.5- by 11-inch layout for a mobile product.

Layout files are created in Illustrator while photography is edited in Photoshop.

Illustrator file

Step 1: Setup

Gather photography and Product Frame from asset library (supplied in your kit of parts).

Create a new Illustrator file for desired format.

Illustrator file

Step 2: Layout

Consult the respective Product Layout matrix on pages 142–147 to determine which layout works best for your format.

Arrange your layout elements accordingly.

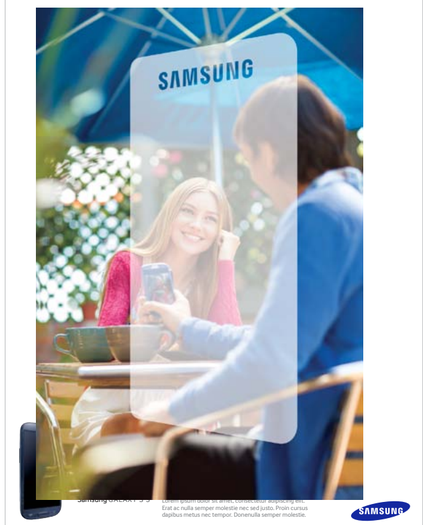
The Simple Frame:
If creating a Simple Frame layout, ensure the corner radius relates to the Samsung wordmark cap height. Refer to page 118 for Simple Frame radius guidance.

Illustrator file

Step 3: Message

Add header, logo and paragraph copy to finish the Message layer.

Note:
Refer to pages 136–141 for suggestions on copy placement and clear space rules.



Illustrator file

Step 4: Possibility

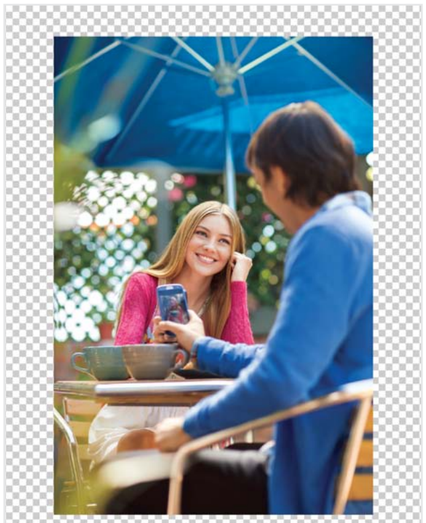
Position lifestyle photo under the Product Frame artwork.

The following page will assist you in completing the Discovery layer.

Assembling layouts: Discovery layer

The depth of field and white overlay will help the viewer focus on the Possibility revealed through the Discovery layer.

These steps will walk you through the creation of the Discovery layer.



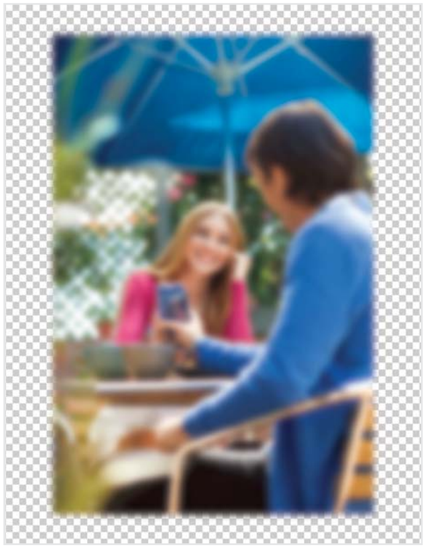
Photoshop file

Step 5: Reformat

Open your selected lifestyle photograph in Photoshop.

Increase Canvas to the same dimensions as the Illustrator Art Board, centering the image.

Save your new Possibility PSD.



Photoshop file

Step 6: Blur

Create a new layer group called Discovery.

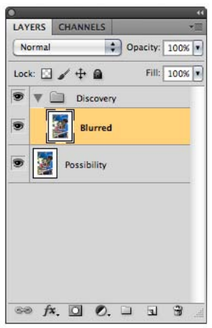
Duplicate the Possibility Layer into the Discovery Group.

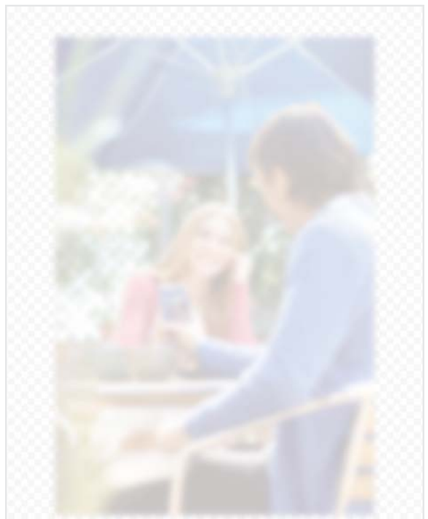
Apply a 42-pixel Gaussian blur to the Possibility copy.

Rename layer as Blurred.

Note:
42-pixel Gaussian blur is based on 300 DPI.

300 DPI = 42-pixel blur
150 DPI = 21-pixel blur





Photoshop file

Step 7: Overlay

Create a new layer.

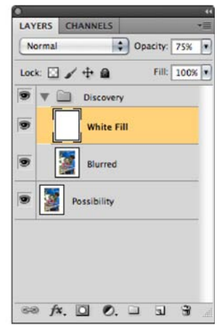
Fill layer with White.

Adjust White Fill layer opacity between 75%–85% depending on the darkness of the image.

original image

75% opacity

85% opacity



Photoshop file

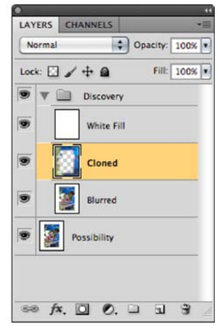
Step 8: Extend image and save file

Create a new layer.

Using the clone stamp, extend the image to fill out the canvas.

The image does not to be exact, but it should have a sense of belonging to the same photo.

Save the Discovery PSD.



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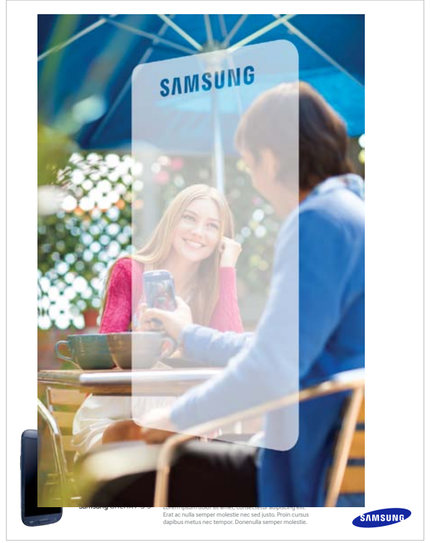
Assembling layouts: finishing touches

These steps cover finalizing a layout.



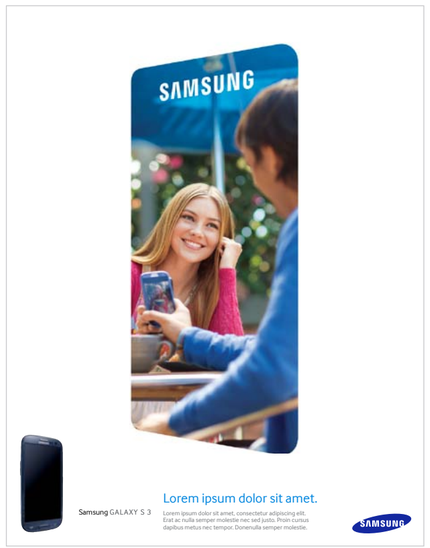
Illustrator file

Step 9: Update

Return to Illustrator.

Update the Possibility image with your new Possibility PSD file.

Note:
If the image has shifted, reposition it under the Product Frame.



Illustrator file

Step 10: Mask

Create a Clipping Mask from the Product Frame and Possibility image.

Illustrator file

Step 11: Discovery

Copy the Possibility image and paste it behind the Clipping Mask.

Replace the copied Possibility Image with the newly created Discovery PSD.

Note:
This ensures the Possibility and Discovery layer are positioned exactly atop one another.

Illustrator file

Step 12: Finesse

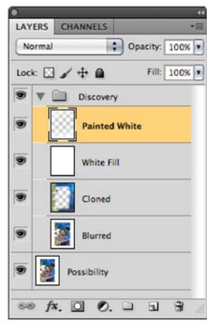
Return to your PSD Discovery layer group.

Create a new layer.

Using a large, soft brush, paint white behind the Messaging layer elements to ensure legibility. The wordmark should appear to be on an almost white background.

Save the Discovery PSD and update your Illustrator file.

Your layout is complete. Save the Illustrator PSD.



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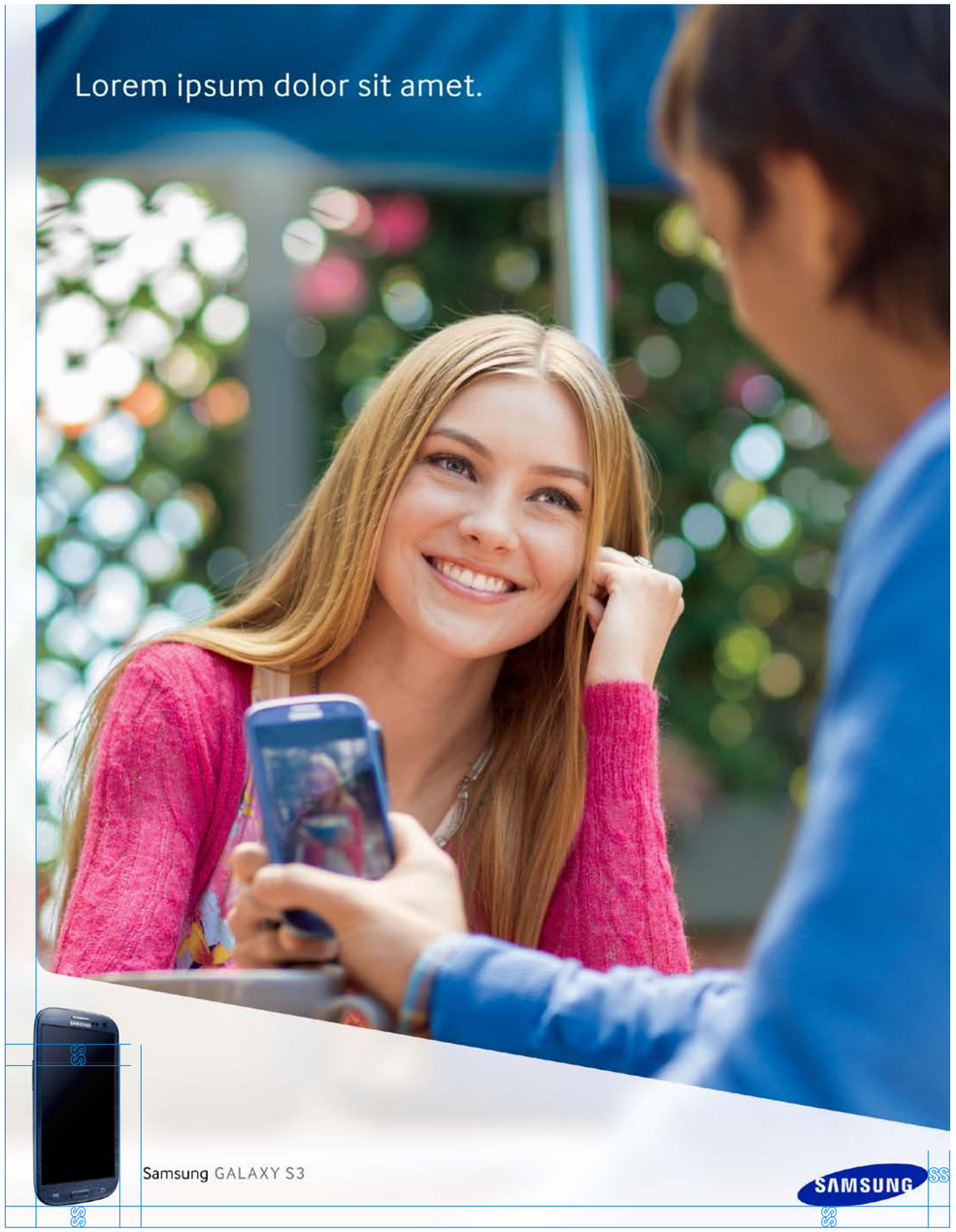
Frame layout clear space: Product Frames

SAMSUNG
Samsung GALAXY S3
Lorem ipsum dolor sit amet.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Erat ac nulla semper molestie nec sed justo. Proin cursus
dapibus metus nec tempor. Donenulla semper molestie.
SAMSUNG

Product name and copy can move to right to accommodate image if required.
In some cases the product name may need to stack. See page 48 for more details.
Respect the clear space between image and product name when adjusting layouts.

Frame layout clear space: Simple Frame



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Mobile layouts

Use the following matrix to help you select the appropriate Frame for your Mobile layouts.

Experience/ Product	Portrait	Landscape	Vertical	Horizontal	Extreme Vertical	Extreme Horizontal
Reflect						
Project						

TV layouts

Use the following matrix to help you select the appropriate Frame for your TV layouts.

Experience/ Product	Portrait	Landscape	Vertical	Horizontal	Extreme Vertical	Extreme Horizontal
Reflect						
Project						

Notebook layouts

Use the following matrix to help you select the appropriate Frame for your Notebook layouts.

Experience/ Product	Portrait	Landscape	Vertical	Horizontal	Extreme Vertical	Extreme Horizontal
Reflect						
Project						

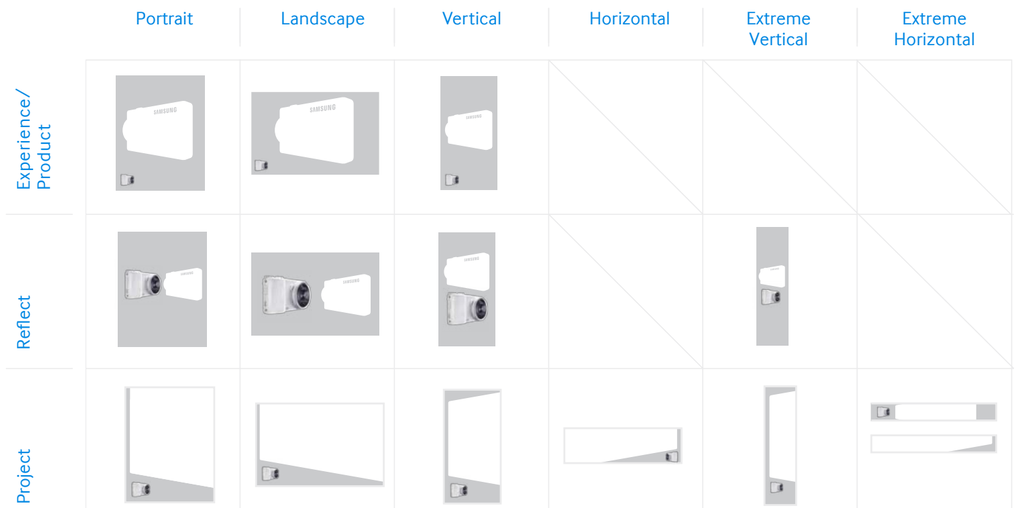
Refrigerator layouts

Use the following matrix to help you select the appropriate Frame for your Refrigerator layouts.

Experience/ Product	Portrait	Landscape	Vertical	Horizontal	Extreme Vertical	Extreme Horizontal
Reflect						
Project						

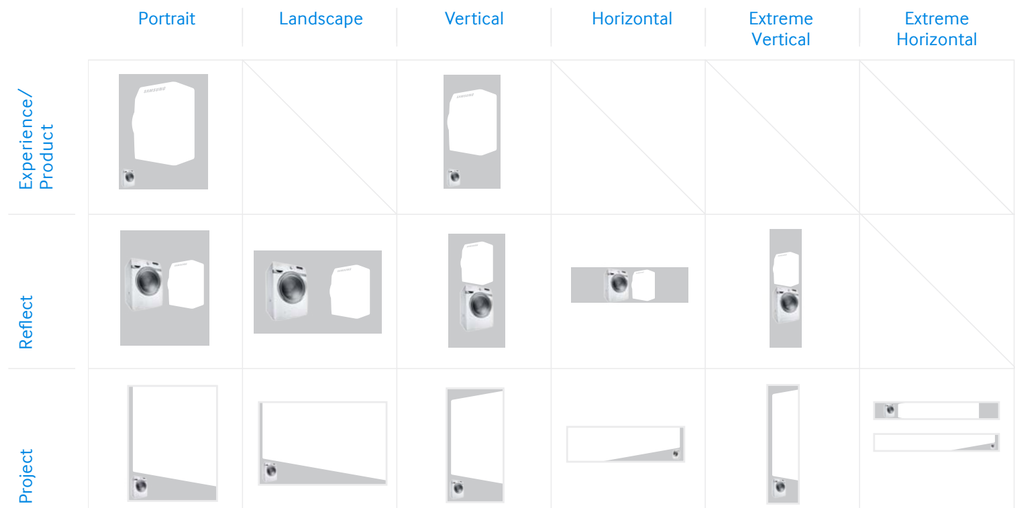
Camera layouts

Use the following matrix to help you select the appropriate Frame for your Camera layouts.



Washer layouts

Use the following matrix to help you select the appropriate Frame for your Washer layouts.



COMMUNICATIONS

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TV endtag

The Samsung TV endtag is a memorable and identifying signature that is placed at the end of all global TVCs and promotional video materials. It consistently reinforces our brand.

- Integrate the endtag at the end of all TV commercials with a smooth transition from the last scene.
- Endtag will be updated by the end of 2013.

Endtag Sequence and timing guide

Two versions with different time lengths are provided:

Three seconds (for :30 and :20 TV Commercials) Samsung logo appears.

Two seconds (for :15 TV Commercials) Samsung logo appears.

Planet First

Our Planet First logo represents how we can evolve our current logos to incorporate elements of our new visual identity system; Samsung InterFace is combined with colors from our primary and secondary color palettes to give Planet First an overall Samsung-branded look.

Make it easy.

Our symbols are clear and easy to understand. They invite people to discover our products' features and benefits.

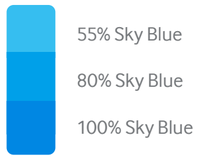
Symbols

Symbols are used to communicate product features. They should be simple, convey the brand message, and as a family should look coherent. Sky Blue is the primary color for each symbol, however, symbols can be created in other colors for a dynamic range or to color code.

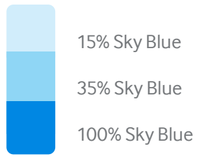
Gradients of the color are used to add depth and motion to the symbols.

Color

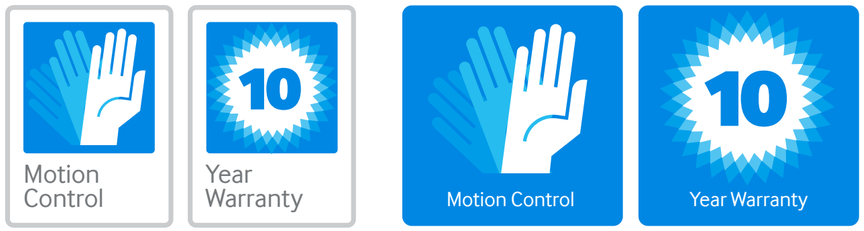
Use on a Sky Blue solid background.



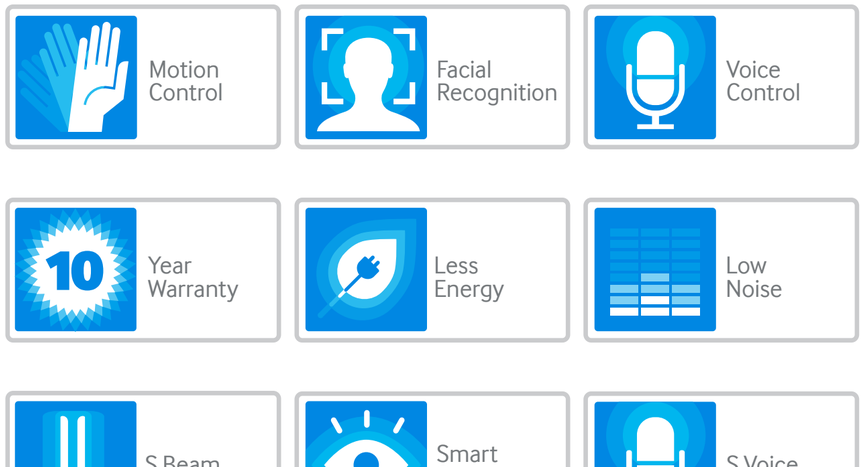
Use on a White background.



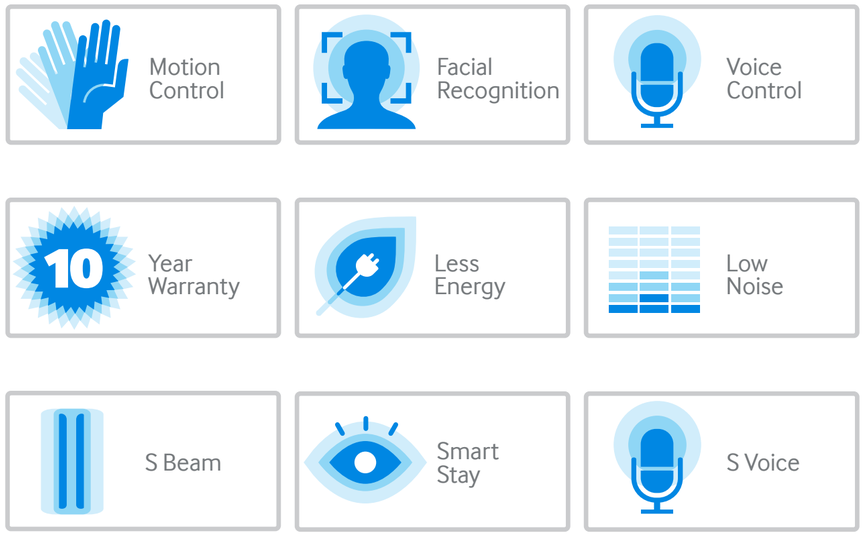
Symbol options



Orientation



More branded with Sky Blue



Provides a more open style

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Symbols secondary colors

Use secondary symbol colors when highlighting individual features is important, or for color-coding.

55% Ivy
80% Ivy
100% Ivy

55% Lotus
80% Lotus
100% Lotus

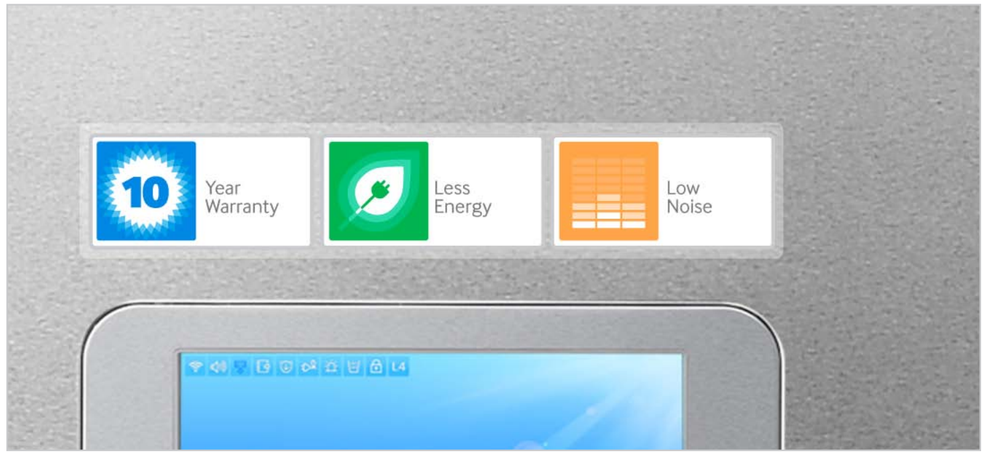
55% Berry
80% Berry
100% Berry

55% Plum
80% Plum
100% Plum

55% Sun
80% Sun
100% Sun

55% Coal
80% Coal
100% Coal

Symbol example on refrigerator door using Primary Color set for branding consistency.



Symbol example on refrigerator door using Secondary Color set when highlighting individual features is important.

Presentation

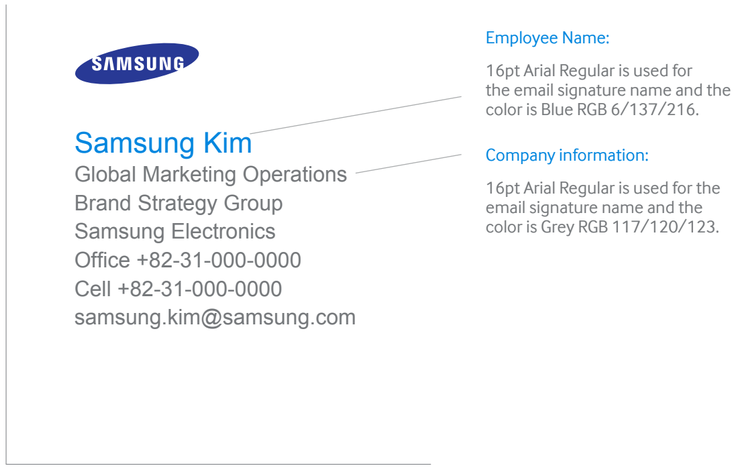
The Samsung presentation is a key communication device both internally and externally. Templates have been provided and the content within should be adhered to in order to maintain a consistent brand.

Title page option 1

Title page option 2

Email signature

The Samsung signature should be used at the end of all email communications. The Samsung wordmark sits above the name and company information; all copy is flush left.


SAMSUNG
Samsung Kim
Global Marketing Operations
Brand Strategy Group
Samsung Electronics
Office +82-31-000-0000
Cell +82-31-000-0000
samsung.kim@samsung.com
Employee Name:
16pt Arial Regular is used for the email signature name and the color is Blue RGB 6/137/216.
Company information:
16pt Arial Regular is used for the email signature name and the color is Grey RGB 117/120/123.

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Contact information

These guidelines are the product of a collaborative effort across all Samsung strategic business groups, key functions and regional operations, including the Samsung Global Marketing Operations, Brand Council, and Brand Advisory Group.

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